

## Message Text

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PAGE 01 TOKYO 03058 240858Z  
ACTION COME-00

INFO OCT-01 EA-12 ISO-00 EB-08 PA-02 USIA-15 CIAE-00  
INR-10 NSAE-00 /048 W  
-----013497 250549Z /15  
R 240828Z FEB 78  
FM AMEMBASSY TOKYO  
TO SECSTATE WASHDC 5551

UNCLAS TOKYO 3058

PASS COMMERCE FOR WEIL

E.O. 11652: N/A  
TAGS: BEXP, BTRA, US, JA  
SUBJECT: TRADE FACILITATION COMMITTEE: JAPAN IMPORT PROMOTION  
MISSION TO THE UNITED STATES--U.S. PUBLICITY TREATMENT

1. AS WASHINGTON AGENCIES WILL HAVE NOTED FROM OUR  
CABLES, WE ARE TRYING TO ASSIST IN CREATING FAVORABLE  
RECEPTION FOR IMPORT PROMOTION MISSION DURING ITS  
FORTHCOMING VISIT. WE HOPE AMBASSADOR'S LETTER  
REQUESTING ASSISTANCE OF 500 HOME OFFICES OF  
ACCJ MEMBERS AND HIS MARCH 1 PRESS CONFERENCE WITH  
RESIDENT AMERICAN PRESS CORPS WILL BE HELPFUL.

2. THERE IS WIDESPREAD PUBLIC RECOGNITION HERE OF  
IMPORTANCE BOTH GOVERNMENTS ATTACH TO SUCCESSFUL  
OUTCOME OF MISSION. PRIME MINISTER'S SPEECH EARLIER  
THIS WEEK URGING IMPORTS INTO JAPAN MUST BE  
CONSIDERED AN UNUSUAL STEP FOR THE LEADER OF A  
COUNTRY THAT HAS SO LONG CONCENTRATED ON "EXPORTING  
TO LIVE". WE HAVE EVERY EXPECTATION THAT WITH  
GOVERNMENT'S ACTIVE SUPPORT INDIVIDUAL MISSION  
MEMBERS WILL DO THEIR BEST TO BUY WHAT THEY CAN.  
IN PUBLIC COMMENTS OUR REPRESENTATIVES WOULD BE  
WELL ADVISED TO REMIND AMERICAN AUDIENCES THAT  
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JAPAN IS FREE ENTERPRISE ECONOMY, THAT MISSION  
MEMBERS ARE RESPONSIBLE TO THEIR SHAREHOLDERS AND  
WILL OBVIOUSLY NOT BE BUYING PRODUCTS THAT ARE  
NOT NEEDED OR NOT PRICE COMPETITIVE FOR SALE IN  
JAPAN.

3. PURPOSE OF MISSION IS TO DEMONSTRATE JAPAN'S

INTEREST IN FINDING U.S. PRODUCTS AND TO DEMONSTRATE THAT JAPAN MARKET IS OPEN TO THEM. NUMBERS OF CONTRACTS THAT MAY BE CONSUMMATED DURING MISSION'S HECTIC TWO WEEKS IN SEVERAL U.S. CITIES WILL PROBABLY BE LESS IMPORTANT THAN CONTACTS MADE FOR LATER FOLLOW UP.

4. EMBASSY WILL SEEK TO DEVISE MEASURES FOR PERIODIC FUTURE REPORTS ON VOLUME OF TRADE GENERATED SPECIFICALLY BY MISSION. WE WILL MAINTAIN CLOSE CONTACTS WITH MISSION MEMBERS ON A CONTINUING BASIS. MANSFIELD

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 jan 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Decaption Date:** 01 jan 1960  
**Decaption Note:**  
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**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 jan 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
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**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
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**Subject:** TRADE FACILITATION COMMITTEE: JAPAN IMPORT PROMOTION MISSION TO THE UNITED STATES--U.S. PUBLICITY TREATMENT  
**TAGS:** BEXP, BTRA, US, JA  
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**Review Markings:**  
Sheryl P. Walter  
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